

(FILE 'USPAT' ENTERED AT 12:55:56 ON 03 JUN 1999)

L1 6 S ADVERTIS?(5A) (HYPERTEXT?)  
L2 269 S ADVERTIS?(5A) (CLIENT# OR USER#) AND (SERVER# OR NETWORK#)  
L3 48 S L2 AND HYPERTEXT?  
L4 14 S L3 AND (WEB SITE#)

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US PAT NO: 5,905,492 [IMAGE AVAILABLE] L1: 1 of 6

DETDESC:

DETD(48)

The information pane 104 occupies an area on a right side of the display 100 which is approximately 1/3 of the width of the display and a same height as the icon pane 102. The information pane 104 has a content area 114, and a channel bar 116. In the content area 114, the computer 20 plays live or locally cached information retrieved from servers on the Internet or computer network 52. This information generally consists of HTML format data (i.e., hypertext pages) which define short teasers or news articles. The articles typically include a graphic and text caption or headline, and possibly an **advertisement**. Since the articles are **hypertext** pages in HTML format, they can include hyperlinks, embedded software components (e.g., Java applets or Visual Basic script), and other multimedia content. In general, the articles include a hyperlink to a corresponding full length news article.

US PAT NO: 5,892,919 [IMAGE AVAILABLE] L1: 2 of 6

SUMMARY:

BSUM(8)

A major problem with the manual entry of URLs is the introduction of spelling errors, which are particularly common because of the characteristics of URL syntax and structure. Often long, the URL includes terms, such as "http", "com", "org", "gif", "jpeg", that are not commonly known by users. URLs may also be in a foreign language, especially for users in non-English speaking countries. Additionally, the URL may include odd special characters such as .about., , and @ that are difficult to type and hard to remember. The fact the URLs interpret upper and lower case letters differently is yet another source of user input error. Often the user is often relying on a quickly made note or just his memory from a brief appearance or spoken URL in an advertisement. Additionally, the URL may be misspelled in **advertising**, email, or even **hypertext** links and inadvertently point to other WWW pages. All of these factors taken together provide a rich basis for the introduction of spelling errors. A user who tries to follow a misspelled network address will not get the intended information even if the misspelling is a minor one. Since misspelling on the Web frequently occurs in peaks, there is a desire to enhance the efficiency of URL spell checking.

US PAT NO: 5,826,267 [IMAGE AVAILABLE] L1: 3 of 6

SUMMARY:

BSUM(14)

Yet another aspect of the present invention is a Web information kiosk which provides additional information in a secondary window when predefined URLs are selected. This aspect of the invention allows the owner of the kiosk to display in a second window supplemental information which may be related to a hypertext document but which is not a part of the document itself. One or more supplemental information windows may be available for a given home page. An example of this may be a local map which shows the location of the kiosk in relationship to the business whose Web page, hypertext document, is being displayed. The supplemental information windows may also display randomly or in a preset order **advertisements**, with **hypertext** links, for the subscribing businesses Web pages accessible at a particular kiosk. The content of the secondary information window may be dependent upon the geographical location of the client computer from which the Web page, hypertext document, is being viewed.

US PAT NO: 5,806,044 [IMAGE AVAILABLE]

L1: 4 of 6

DETDESC:

DETD(44)

To implement this second method, it is presently preferred that the Email address for the user of PC 400 be sent by a web browser for the World Wide Web (WWW). With one scheme, a user sends an Email message requesting a coupon for a specific product, by invoking the browser to select **Hypertext** in a document **advertising** the product. Selection of the **Hypertext** invokes a "Form" in the document, causing the browser to prompt the user for her Email address, accept the Email address as keyboard input from the user, and construct an Email message addressed to the server on node 230. The message contains the Email address given by the user and data identifying the product corresponding to the selected hypertext. Upon receiving the message, the coupon server sends an Email message to the user's address.

DETDESC:

DETD(45)

An alternate scheme is to have the user of PC 400 join a club, by invoking the browser to select **Hypertext** in a document **advertising** the club. The club is essentially a mailing list for certain types of coupons. Selection of the hypertext invokes a Form in the document, causing the browser to prompt the user for her Email address, accept the Email address as keyboard input from the user, and construct an Email message addressed to the server on node 230. The message contains the Email address given by the user and data identifying the club corresponding to the selected hypertext. Upon receiving the message, the coupon server adds the Email address to the list for the club identified in the message. Subsequently, some event causes the coupon server to send a coupon to each address in the list.

US PAT NO: 5,751,956 [IMAGE AVAILABLE]

L1: 5 of 6

CLAIMS:

CLMS(8)

8. The method of claim 6 wherein said plurality of **hypertext**

documents include a plurality of **advertisements** and wherein said predetermined URL is associated with a like advertisement provided in any of said plurality of hypertext documents.

US PAT NO: 5,737,619 [IMAGE AVAILABLE]

L1: 6 of 6

DETDISC:

DETD(22)

FIG. 10 illustrates how information objects (e.g., product/service advertisements) may be distributed to one or more servers in the computer network, and FIG. 11 illustrates a preferred technique for downloading a hypertext document (with its associated information object) to the client machine. Turning initially to FIG. 10, a server 100 provides various control functions and includes an associated information warehouse 102, which is preferably configured as a physically secure electronic repository for the storage of product/service descriptions and associated data. Server 100 may be controlled by an entity that contracts with one or more product/service providers 104 who desire to advertise their products or services through the information objects. Entities 104 provide the advertisements, or descriptions and data used to create the advertisements, to the information warehouse preferably in an electronic manner. The information warehouse then electronically delivers the advertisements to one or more of the web servers 106 at which **hypertext** documents are supported. **Advertisements** can thus be "refreshed" or updated at any time or at regular intervals irrespective of whether the hypertext documents supported on web servers 106 change. Information objects may then be stored in the web server 106 in a dedicated area or directly embedded or associated with particular hypertext documents stored there.

CLAIMS:

CLMS(7)

7. A computer program product in computer-readable media for use in a computer having a processor, an interface including a main display window in which hypertext documents are displayed, a memory, a browser, and means for connecting the computer to a computer network having a plurality of servers at which hypertext documents are accessed via a hypertext protocol for downloading to the computer, comprising:  
means, operative while a live connection between the computer and the computer network would otherwise be idle, for storing a plurality of information objects in the memory of the computer, at least one of the information objects comprising an **advertisement** and including **hypertext** formatting information for effecting display of the advertisement as a Web page on the main display window of the interface; and  
means responsive to selection of a graphic being displayed on the interface for retrieving one of the plurality of information objects for output on the interface to thereby provide information to a user of the computer as the browser links from a first hypertext document to a second hypertext document.

CLAIMS:

CLMS(9)

9. In a computer having an interface including a main display window in which hypertext documents are displayed, and a browser for retrieving hypertext objects from servers in a computer network, the improvement comprising:  
means operative while a live connection between the computer and the

computer network would otherwise be idle for storing a plurality of information objects in the memory of the computer:  
means responsive to a call from a first web page to a second web page for retrieving at least one of the information objects, the information object including an **advertisement** and having associated therewith **hypertext** formatting information for effecting display of the information object on the main display window of the interface; and  
means responsive to the retrieving means for outputting the information object including the advertisement on the main display window of the interface to thereby provide information to a user of the computer as the browser links from the first web page to the second web page.

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